

The Official
Magazine
of the IADWP

ÉPICA

Number 28
April 2026

WEDDINGS & EVENTS



Wedding Forests

Say "I Do" in Pura Vida

PH: Viviana Vieto

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Editor's Note

April 2026 | By Adrián Pavía
IADWP Latin America & Caribbean Chapter
Editor-in-Chief, ÉPICA Magazine

April finds us in motion—brimming with new ideas, growing projects, and an ever-expanding community. If one thing is clear at this stage of our journey, it is that **ÉPICA would not exist without the strength of our Latin American Chapter.** Behind every issue are passionate, generous professionals who contribute more than just content—they provide vision, discernment, and our unique perspective on the world of romance.

I want to pause here because we sometimes take it for granted: the growth of this magazine is not accidental. It is the result of a solid network built on respect, collaboration, and a genuine desire to elevate our industry. Every National and Regional leader, every active member who writes, proposes, and shares, is a vital part of this present. To all of you, I want to say clearly: thank you. **Thank you** for believing, for sustaining us, and for making ÉPICA a living, dynamic platform in constant evolution.

Looking beyond our region, the global landscape presents fascinating questions. Are people marrying more or less? What is the true state of marriage worldwide? The answer is not linear. While some markets see a decline in traditional weddings; particularly among younger generations rethinking the concept of commitment, there is strong growth in destination weddings, intimate celebrations, and deeply personalized, meaningful experiences.

crecimiento fuerte en bodas destino, en celebraciones más íntimas, en experiencias personalizadas y con sentido.

Even in a world marked by conflict, social tension, and global uncertainty, love does not disappear; it transforms. It becomes more conscious, more intentional, and more authentic. Couples are no longer looking to fit a structure; they are looking **to represent themselves.** This is where our industry finds its greatest opportunity: to accompany this change and translate it into experiences with soul.

Crises and uncertainty coexist today with a profound desire to celebrate. Love has become more urgent, more necessary, and more real. Choosing to love in an uncertain context is an act of bravery. Designing that moment and making it possible is an enormous privilege.

In this spirit, I am filled with expectation for our upcoming Congress of Bodas LAT in Antigua, Guatemala. Every year, this meeting becomes more than an event—it is a turning point. It is where the industry gathers to question, redefine, and reinvigorate itself. Antigua, with its history and striking aesthetic, will be the perfect stage for this journey.

I invite—and perhaps even challenge—those who haven't yet decided to join us. These spaces cannot be explained; they must be lived. They offer real opportunities for growth, connection, and alliances that can change the course of a career.

To be part of it is not just to attend; it is to engage and open one's mind. This industry is built on community. That is a word we use often, but it only gains meaning through concrete action—when we support each other and grow together.

April finds us in a state of expansion and reflection. We are certain that what we are building has value, and we are convinced that the best is yet to come.

See you in Antigua.

Adrián Pavía

Director IADWP Latin America
and Caribbean Islands Chapter
Editor-in-Chief, ÉPICA Magazine



Galápagos

Where love stops being perfect... and starts being real

Some places don't need an explanation; they are simply felt

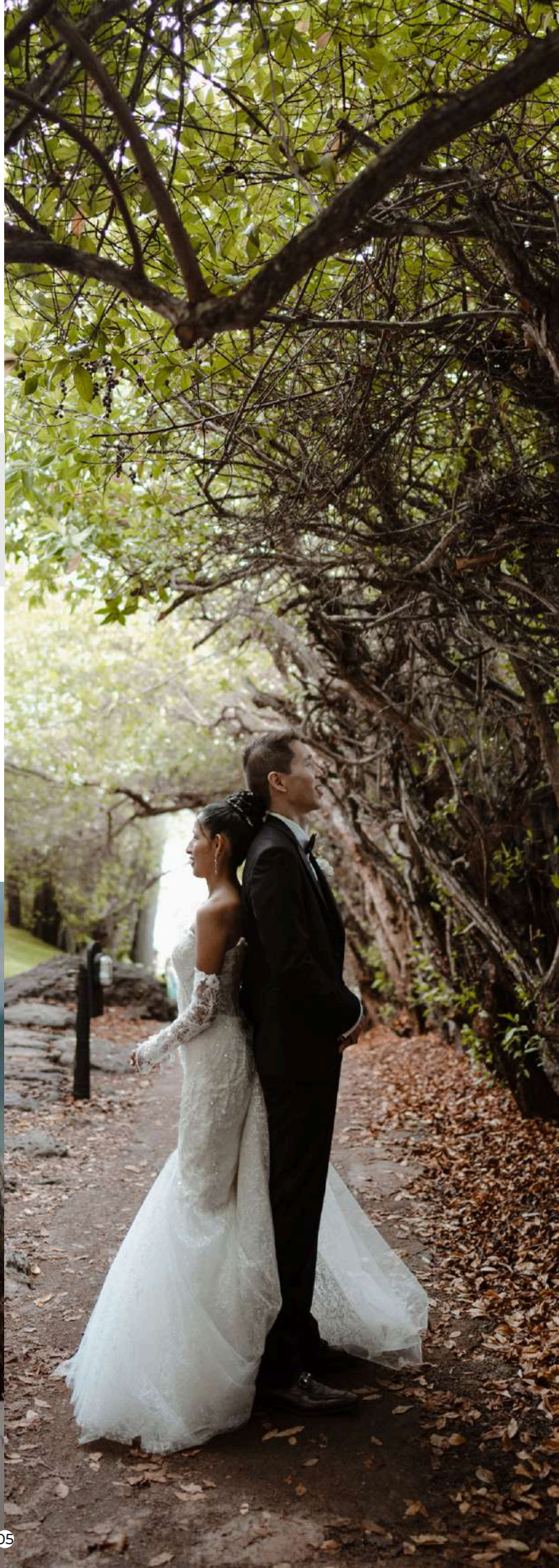
The Galápagos Islands—the **"Enchanted Isles"**—are no ordinary destination. Nature sets the pace here, and the harmony between wildlife and the landscape serves as a reminder of what is essential: authenticity over excess. It is why more couples are choosing this setting to begin their story.

Marrying in the Galápagos is an emotional decision as much as an aesthetic one.

When Love Finds the Right Moment

Pame, from Ecuador, and Robert, from the U.S. with Asian roots, didn't meet by chance—they met at exactly the right time.

Their story grew over five years, built on the reality of daily life, until they chose to marry. Like many modern couples, they didn't want a traditional wedding; they wanted something that made sense.





That's how they found me. Our first meeting was virtual, but one thing was clear from the start: there was **a genuine connection, trust, and a shared vision.**

Shortly after, we met in Quito at a coffee shop where Ecuadorian chocolate is more than just a treat—it's an experience. There, amidst honest conversations and grounded dreams, their wedding began to take shape.

They didn't want a big wedding; they wanted something intimate and meaningful, shared with the right people. And so, they chose Galápagos.

Marrying in Galápagos: Where luxury is the destination

Talking about luxury in Galápagos is different. Here, luxury isn't about opulence; it's about the privilege of being there. It's in walking through unique landscapes, sharing moments with species found nowhere else on Earth, and feeling time finally slow down

But it also comes with its challenges. Galápagos has strict regulations to preserve its ecosystem: the use of decorative elements is limited, logistics are more complex, and every decision must be made with intention.

And this is where many couples face the reality of a destination wedding: **having a beautiful idea isn't enough; you have to know how to make it happen.** The key lies in knowing the destination, respecting it, and working hand-in-hand with the local community.







The Invisible Value: Local Suppliers

This wedding was made possible by the seamless connection between teams. Local vendors were more than allies; they were an essential part of the experience.

From logistics and transportation to gastronomy, everything flowed through a partnership between those who inhabit the destination and those of us building the experience. A destination wedding isn't about imposing a vision; it's about **integrating into a place and creating from within.**



A Week to Remember for a Lifetime

This was not a one-day affair; it was a week-long experience encompassing flight logistics, scouting, guest arrivals, dinners, and photo sessions designed to let everyone live the Galápagos.

The welcome at the Angermeyer Hotel was the perfect start. This landmark with roots dating back to the first European settlers preserves a unique essence of natural elegance and connection with the environment. On their private pier, we greeted guests with a warm, detail-oriented reception where everything had intention



One highlight was a visit to the Charles Darwin Scientific Station, where guests learned about giant tortoise conservation. Understanding the value of the land transformed the experience into a connection with something larger than a wedding.

Later, a photo session at Garrapatero Beach provided a magical backdrop of white sand and deep blue sea. The couple requested a relaxed, tropical dress code, allowing everyone to simply be themselves.

Laughter and freedom took center stage, allowing the photography team to capture **the true essence of a happy couple.**

Connecting with the Destination



What Truly Matters

Amidst the logistics, we were reminded why we do this through Shanick, a girl very dear to the couple, who taught us the true meaning of enjoyment. Her genuine smile and joy reminded us that a wedding isn't measured by perfection, but by what is felt.



Beyond the Wedding

By the time the wedding day arrived, the most valuable part had already happened. It wasn't about the decor; it was the process, the people, and the connection.

Marrying in the Galápagos means understanding that less is more and that the essential is always enough. A meaningful wedding doesn't need to be over-the-top to be unforgettable.





A Final Reflection

I've seen many weddings in many places... but there are destinations that change the way you look at what you do. Galápagos is one of them, because it reminds you that it's not about creating something perfect—it's about creating something true. And when that happens, it doesn't just transform the wedding; it transforms the way a story begins.

This dream wouldn't have been possible without the dedication and heart of every person involved in the process. To the warmth and professionalism of the **Hotel Angermeyer team**, who opened their doors and made us feel at home from the very first moment; to those at **Eloise**, whose gastronomy transformed every moment into a sensory experience; to the local Galápagos vendors, **CR Iluminación (Carlos and Marcela)** and **Woweventos (Pao and Andre)**, whose energy, commitment, and deep respect for their environment made it possible to create with purpose in such a unique destination. And to the team that traveled from Quito: **Gabriela Pullupaxi** (Production), and **Juan Gabriel Narváez and his team, Santi and Andreita** (Photography and Video), for their dedication, sensitivity, and passion in capturing every moment with authenticity. Finally, to my own team at **Lissner Ortiz Wedding Planner (Liss and Sammyr)**—because when work is done as a team, with respect and purpose, what we create transcends.

Lissner Ortiz

Wedding Planner
NationalChapterLider IADWP Ecuador
<https://www.lissnerweddingplanner.com/>

Juan Gabriel Narváez
Wedding Photographer
@juangabrielnarvaez





Children at the Wedding?

How to decide and communicate it with elegance



When couples sit down to discuss their wedding, one of the first—and most fundamental—decisions they make is the guest count. Following that, one of the most delicate questions they face is whether that list should include children. There is no 'right' answer, only the one that best fits the vision of your big day. Whether you dream of a vibrant family celebration or a sophisticated adults-only evening, here is how you can approach this decision together.

• **How to Communicate It:** Clarity is essential. Use straightforward phrasing on invitations or your wedding website: "We have opted for an adults-only celebration" or "We have reserved seats in your honor (adults only)".

The "Adults Only" Wedding: Sophistication and Relaxation

Choosing an adults-only wedding is increasingly common, particularly for evening formal-wear celebrations or destinations with complex logistics. For many, the priority is allowing guests to fully connect and enjoy the planned moments without distraction.

• **The Advantages:** Parents can fully relax, enjoying the dinner and bar without interruption. It also helps keep the budget in check and ensures absolute silence during sensitive protocols like vows and toasts.





• For many young couples whose social circle consists mostly of single friends without children, this option feels like the perfect celebration. They envision everyone enjoying the night together just as they have for years, treasuring the party as one of those epic moments in their long-standing friendship.

A Celebration for All Ages: Warmth and Joy

If family feels incomplete without nieces, nephews, or the children of friends, including them adds spontaneous tenderness to the day.

• **The Advantages:** The atmosphere feels more relaxed and warm. Children are often the first to hit the dance floor, and they end up being the stars of the most fun and natural photos of the day.

• **Logistics are key:** For everyone to enjoy the event, it is essential to consider the children's needs. Think about a kid-friendly menu (simpler and faster to serve) and, if the budget allows, hire entertainment or babysitters to keep them occupied in a designated area.

• If children are going to be in the main celebration area, ideally they should be at least 4 years old. Loud music or high-energy party moments can be overwhelming or even frightening for younger children.





Tips for a Perfect Balance

If you decide to include children in your wedding celebration, keep these four pillars in mind to ensure a successful event:

1. Hydration Stations: Especially for daytime or outdoor weddings, set up stations with fruit-infused water or lemonade to keep the little ones cool and hydrated.

2. Entertainment Kits: A small detail at their seat—like coloring books or bubbles—can work wonders during waiting periods.

3. Dedicated Staff and Play Areas: Consider hiring professional entertainers or setting up game stations in a designated area. This keeps them distracted and engaged, allowing their parents to enjoy the party worry-free.

4. Special Roles: If you have children who are very close to you, give them a special role. Talk to them affectionately in the days leading up to the wedding and hold ceremony rehearsals. Feeling like part of the wedding party gives them a sense of responsibility that usually leads to better behavior.



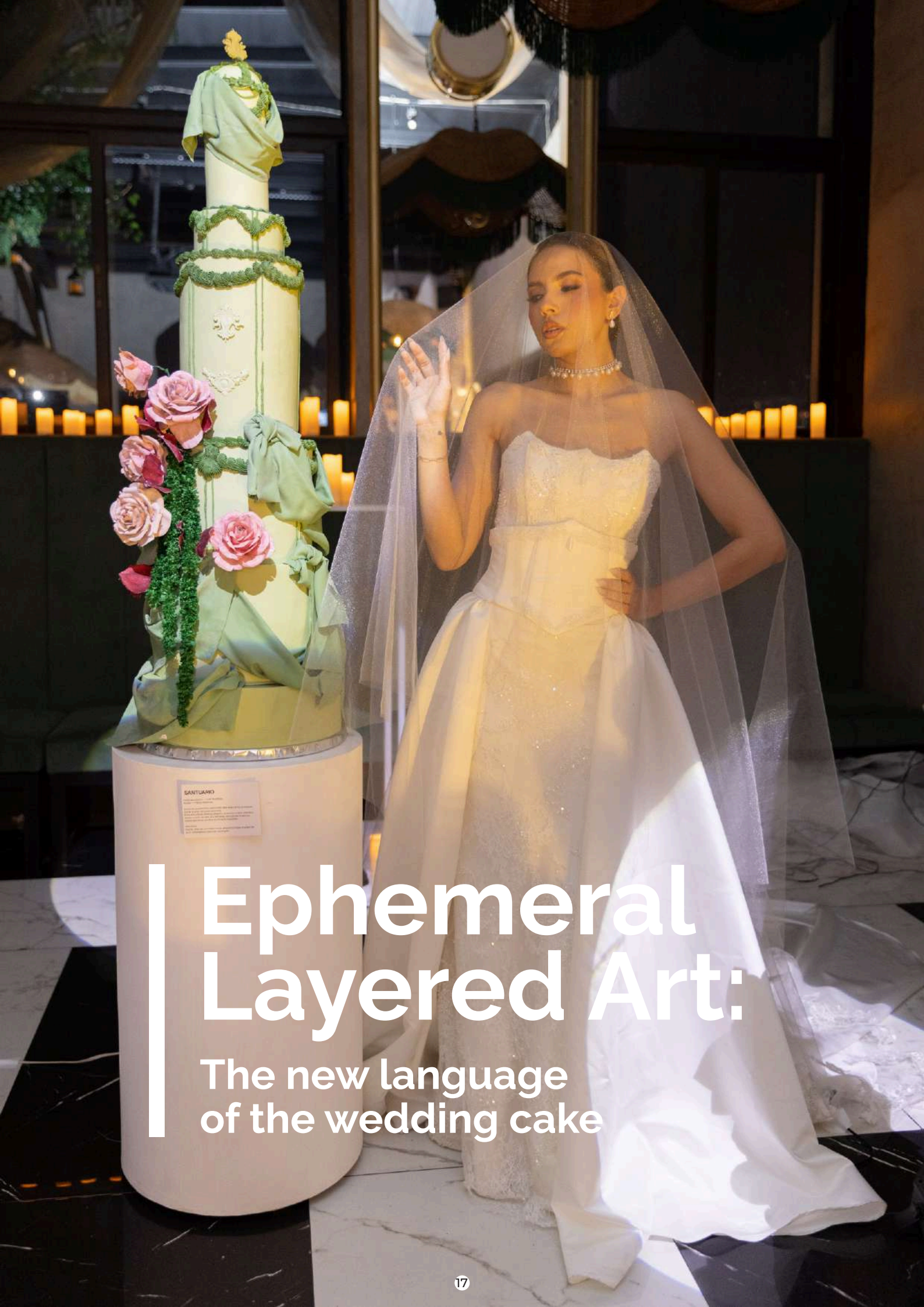
Note to the couple: At the end of the day, it's your celebration. Whatever you choose, your closest guests will understand that every detail was planned to share your love in the way that best represents you. There is no right or wrong decision here; it all depends on how you envision enjoying your wedding with your family and dearest friends.

Juan Salvador y Erinna Reyna

Master Wedding & Event Planner
IADWP VENEZUELA / National Leader Chapter
/ +58 412 BODA000
(2632000)

IG: @juansalvadoreventos
@jsbridalcare

Illustrations:
Gemini IA



Ephemeral Layered Art:

The new language of the wedding cake



Climate is a deciding factor. Working in a tropical environment requires developing techniques that maintain structures, textures, and finishes in high temperature and humidity. This transforms how we conceive each piece, from the inside out.

On a cultural level, our weddings are intimate, warm, and deeply social, where every decision seeks to create a meaningful experience for those accompanying the couple. This creates a need for designs that not only make a visual impact but also build an unforgettable sensory experience. The cake is no longer just a single moment; it becomes a "happening" that flows with the event.





In this context, design begins to dialogue with everything: the lighting, the space, the gown, the tablescape, and the story itself. I have explored elements such as edible fabrics, pleats, textured finishes, and suspended structures that add movement and build a coherent visual narrative.

Contemporary maximalism, far from being overwhelming, seeks intention. Every element has a purpose. Every texture, every shape, every flavor, and every detail responds to a story.

In my practice, I have integrated techniques such as wafer paper flowers and gravity-defying structures, all while ensuring the cake's integrity. This allows each piece to be not only aesthetically striking but also viable in real-world conditions. Designing a wedding cake also means designing how it behaves over time.





One of the greatest challenges today is finding the balance between trend and authenticity. It's not about replicating what we see, but about interpreting it through the essence of each couple and the reality of their environment.

For those looking to integrate these trends, my first recommendation is to conceive the cake at the very beginning of the creative process—not as an afterthought, but as a core part of the event's overall concept.

It is also fundamental to work with techniques and materials suited to the destination. This guarantees not only stability but an impeccable experience.

Another key recommendation is to embrace personalization. In a world saturated with references and artificial intelligence, true value lies in unique interpretation.

Finally, the cake must be understood as part of a holistic experience. Its location, lighting, and placement within the event's timeline are just as important as its design and flavor.

The future of the wedding cake isn't about following trends; it's about creating meaning and intention. In that process, each piece becomes something unrepeatable: a carefully constructed moment that, though ephemeral, remains.



Fátima Meléndez

Founder & Creative Director, Lafa Weddings
@Lafa.weddings
www.lafa.com.sv

Rebeca Jerez

Destination Wedding & Event Planner
Rebeca Jerez CO
National Chapter Leader El Salvador IADWP
+503 77485634

Photography:
Roberto Cañas Wedding Photo

An Editorial Vision where art and love converge





The Translation In the universe of luxury weddings, photography has evolved from a mere record of events into a piece of art that transcends time. Today, couples aren't just looking to remember their celebration; they want to relive it through images that capture the emotion, aesthetics, and essence of every moment with depth and sensitivity.

Under this premise, Bety & Yess Photographer was born—a firm that understands every wedding as a unique visual narrative. Their editorial approach has positioned them within the industry as a sophisticated choice, where every image responds to a clear intention and a coherent aesthetic vision.

Founded by Bety Gómez, an art curator and professional photographer, the brand is built from a perspective cultivated in visual language. Her background allows her to interpret each scene as a composition where light, texture, and emotion coexist in balance, resulting in images with character and meaning.

By her side, Yess Becerra—musician, sociologist, and educator—contributes a human and conceptual dimension that enriches every story. His sensitivity allows him to observe beyond the obvious, constructing visual narratives that connect through intimacy and authenticity.







More than a team, they are a family. As husband and wife and parents to a daughter, they have developed a way of working rooted in empathy, closeness, and a true understanding of love—values that are reflected in every one of their images.

Italy profoundly shaped their path. It was there that they lived, studied, and allowed themselves to be influenced by a timeless aesthetic tied to art and architecture. This experience defined their style, which is now recognized for its elegance, visual clarity, and narrative coherence.

Before dedicating herself to weddings, Bety Gómez earned international photography awards, and her work has been featured in various magazines, consolidating a career guided by excellence and a constant search for beauty with purpose.

Currently, their work focuses on capturing the essential: real emotions, spontaneous moments, and the details

that often go unnoticed, yet are the building blocks of a celebration's true story.

Drawing from their experience, they share key recommendations for those who wish for memorable wedding photography. For you as a couple, it is essential to prioritize light when planning your timeline. Carving out moments during times like sunset will allow for much softer, more flattering, and timeless images.

On your wedding day, let moments flow naturally. Avoiding rigidity and trusting the emotion of the moment will result in more genuine photographs, capable of conveying what was truly experienced.

When designing your celebration, pay close attention to aesthetic coherence. Every element—from the location to the decorative details—should align with the same vision to build a harmonious and sophisticated visual narrative.



Additionally, when choosing your team, trust your photographer. Experience allows them to anticipate unrepeatable moments and capture the unplanned instances that are essential to your story.

Finally, think of photography as a legacy. Beyond current trends, it is important to invest in a perspective that stands the test of time and preserves its emotional value over the years.

For Wedding Planners and couples who value aesthetics as much as emotion, Bety & Yess Photographer offers a vision where art, sensitivity, and technique converge to create images that aren't just seen—they are felt.

Because in true luxury, photography doesn't just capture moments; it transforms them into memories that last forever.

Bety Gómez

Contact: +573147939750

Mail: hello@betyesphotographer.com

Instagram [betyesweddingphotography](https://www.instagram.com/betyesweddingphotography)

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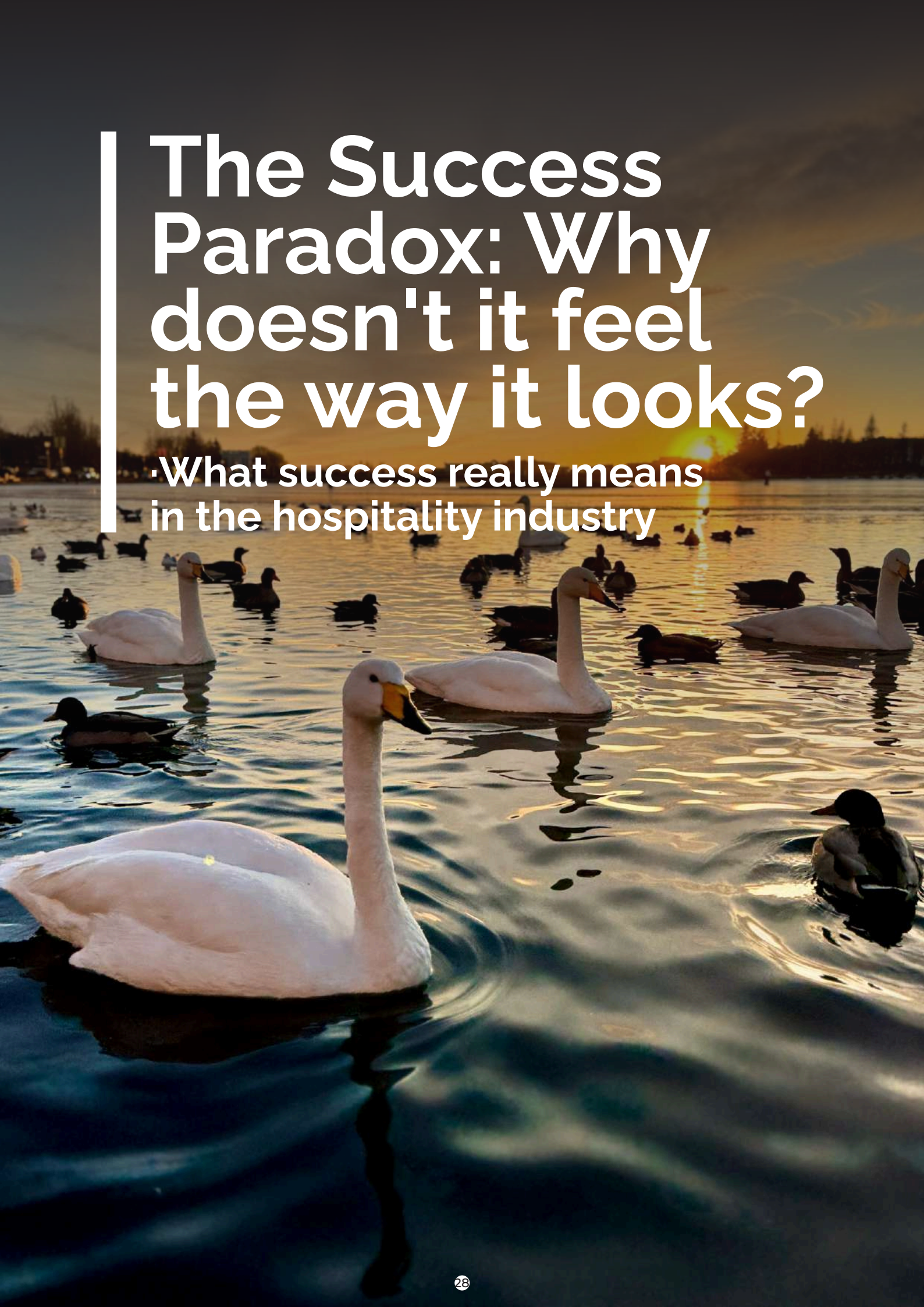
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The Success Paradox: Why doesn't it feel the way it looks?

·What success really means in the hospitality industry



You've likely seen the image of a duck gliding across the water, its surface completely calm. But underneath, its feet are moving rapidly, working hard just to stay afloat. In many ways, that is exactly what this industry feels like.

You are successful. Your clients trust you, your work is solid, and from the outside, everything seems to be running perfectly. But if you're being honest, there are moments when something just doesn't click. It's not that something is broken or a disaster; it's simply that success doesn't feel the way you expected it to.

If you produce weddings, events, or travel experiences, you know the rhythm. Long days, constant movement, high expectations. Your brain never truly shuts off. You are always thinking ahead—solving problems, adjusting details, and managing whatever comes next. Even when you're resting, a part of you is still working.

For a long time, that rhythm feels normal. Pressure becomes part of how you operate. You learn to handle it well, and in many ways, it's what makes you good at what you do. You become known for being reliable, decisive, and capable of managing anything that comes your way.





But over time, that same pressure starts to feel different. Perhaps you notice it first in your energy—a fatigue that lingers longer than usual. A greater difficulty in focusing. A feeling of always being 'on alert,' even when nothing is urgent; and yet, everything continues to feel urgent.

In this industry, it's easy to keep moving forward without questioning what is actually working. You move from one event, one client, or one delivery to the next. There isn't always time to stop and ask if the way you are operating is truly sustainable.

And in many cases, that pause doesn't happen until something forces it upon you. A health issue. A personal challenge. A moment that slows you down just enough to see things differently. Often, clarity appears during those difficult seasons—not because you planned it, but because you finally had the space to notice what was happening.





The reality is, you don't have to wait for that moment to arrive. There is another way to approach this work—one that allows you to continue performing at the highest level without constantly running on pressure and adrenaline.

One of the biggest shifts comes from exposing yourself to different perspectives, often from outside the world of hospitality. In business environments that focus not just on growth, but on how you think, operate, and live, the conversation changes. It becomes less about doing more, and more about how you are doing what you already do.

That shift creates awareness. You begin to notice patterns: where you are overextending yourself, where you are reacting instead of choosing, and where you have normalized things that no longer feel right. Once you see that, it changes the way you make decisions, the way you communicate, and the way you recover.

Change doesn't have to be dramatic to be meaningful. It can start with small, intentional shifts. Giving yourself a few minutes before the day begins instead of reacting immediately to every demand. Paying attention to what

actually restores your energy, rather than what simply keeps you moving.

It also means being intentional about the conversations you engage in. Growth rarely happens in isolation. It happens when you expose yourself to new ways of thinking, when someone asks a question you hadn't considered, or when you allow yourself to look at something from a different angle.

It's not about doing less or lowering your standards. It's about operating in a way that allows you to sustain what you've built. Because the way you do one thing is usually the way you do everything, and when your foundation is solid, your work becomes more consistent, more creative, and more aligned.

That is the shift beginning to take place across the entire hospitality industry. The conversation is moving away from just results and focusing on how those results are created. Success and personal well-being are no longer separate; they are directly connected.



After decades in this industry, and through experiences that forced us to slow down and reevaluate both the personal and professional, we have learned that waiting for something to break is the hardest way to grow. There is a more intentional path—one that allows you to adjust your course before you reach that point.

That is why we are creating a different kind of experience for hospitality professionals. It's not another conference, nor more information to consume, but a space to step out of the constant rhythm and into a different way of thinking. A place to explore how your personal and professional lives can, in fact, support one another.

The intention isn't to give you answers, but to share access to the tools, structures, and conversations that have helped us and others operate differently. That is exactly why we are launching a new kind of leadership retreat focused on well-being for hospitality professionals—an experience designed to help you step away from the fast pace and into a more sustainable way of working and living.

Take a look. Trust your intuition. Sometimes, the next step isn't about doing more; it's about experiencing something different. Click the link below or scan the QR code to learn more.



Angela Proffitt & Monica Balli

Hospitality Leaders
Wellness & Leadership Advocates
<http://linkbio.co/wellnessretreats>

The Couples Who Let Go... and Have the Best Weddings





Hay un punto en cada boda donde algo cambia. No en el cronograma. No en el diseño. No en nada que se pueda planificar o ajustar.

Sucede en la pareja.
Se siente.

Algunas personas se aferran un poco más mientras el día avanza. Siguen cada detalle, controlan cada momento, permanecen ligeramente fuera de lo que está ocurriendo, como si observaran su propia boda desde cierta distancia.

Otras hacen algo distinto.
Suelten.
Y a partir de ese instante, todo cambia.

No porque la boda se vuelva perfecta, sino porque se vuelve real.

Con los años, he aprendido que las bodas que más se recuerdan no son aquellas donde todo salió exactamente como se planeó.

Son aquellas en las que la pareja se permitió estar completamente dentro de la experiencia que creó.

Suena simple, pero rara vez lo es.

Porque soltar implica confiar.
Y confiar, en el contexto de una boda, suele ser una de las cosas más difíciles de lograr.





Planning invites control. It demands decisions, structure, and anticipation. It pushes you to think about what's next, to solve problems before they occur, and to foresee every possible scenario.

There is a time and place for that mindset.

And then, there is a moment when it must end.

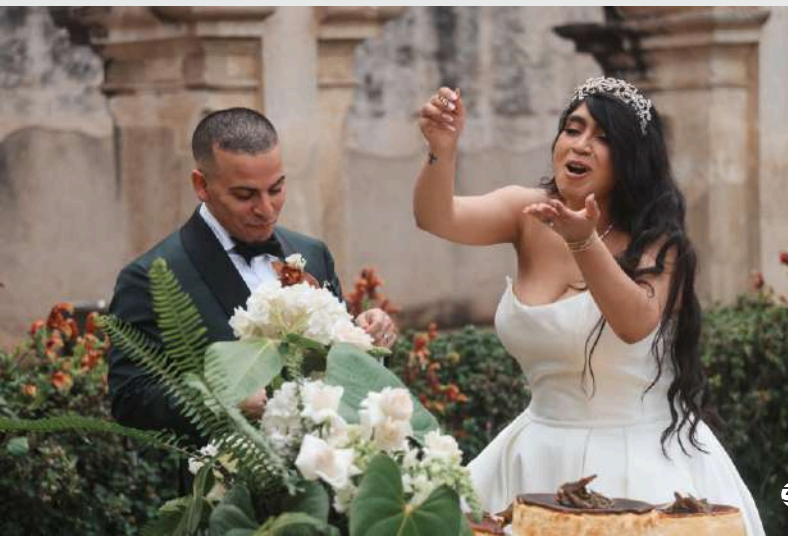
Because a wedding isn't "executed.

"It's lived.

The couples who understand this experience their day differently.

They aren't checking the time. They aren't scanning the room for mistakes. They aren't anticipating what's next before the present has even had a chance to settle.

They are simply there.



And presence has a very particular way of transforming everything around it.

It softens the energy of a room. It allows moments to unfold naturally. It opens a space for spontaneity, for emotion, and for the unexpected, without the urge to correct it.

When a couple is truly present, the entire wedding feels different.

Not because everything is perfect, but because nothing feels forced.

A toast might go on longer than expected, but no one interrupts. A song might start slightly out of time, but it doesn't matter.

A moment might happen in a way that was never planned, and yet, it feels exactly right.

Those are the moments that remain.

Not because they were controlled, but because they were allowed.

There is something else that happens when a couple lets go

.The energy of the entire wedding shifts. The guests sense it immediately, even if they can't explain it. There is a sense of flow, of openness—of being a part of something, rather than simply attending it.





Because a wedding always reflects the state of the couple.

If the couple is tense, the space feels tense.

If the couple is distant, the experience feels distant. If the couple is present, everything opens up.

And that is not something that can be designed. It can only be allowed.

"Letting go" is often misunderstood.

It doesn't mean stopping caring.

It doesn't mean disconnecting.

It doesn't mean lowering expectations.

In fact, it is a more refined form of awareness.

The couples who manage to let go are usually the most intentional throughout the entire process. They made decisions with care. They asked the right questions. They built something with meaning.

And precisely because of that, when the day arrives, they no longer need to control it.

They trust.

They trust the people around them.

They trust the structure they created.

They trust that what they built will hold.

That trust allows them to enter into the experience instead of managing it. There is a vast difference between holding a wedding together and allowing it to happen.

Couples who hold on are often trying to protect something.

Those who let go understand that there is no longer anything left to protect.

Everything is already there. And it is in that moment that a wedding becomes something entirely different.

Not a production. Not a sequence of events. But a lived experience.

One of those experiences where moments aren't checked off a list, but felt. Where time isn't controlled, but forgotten. Where what matters isn't what went exactly as planned, but what was truly lived.

Those are the weddings that remain. Not because they were perfect. But because they were real.

And in the end, that is what every couple is looking for, even if they don't put it into those words.

To feel their own wedding.

Not just to watch it happen.

Diana Sciarillo

National Chapter Guatemala

@idoguatemala

Códex at Conrad Punta de Mita:

A place felt before
it is described



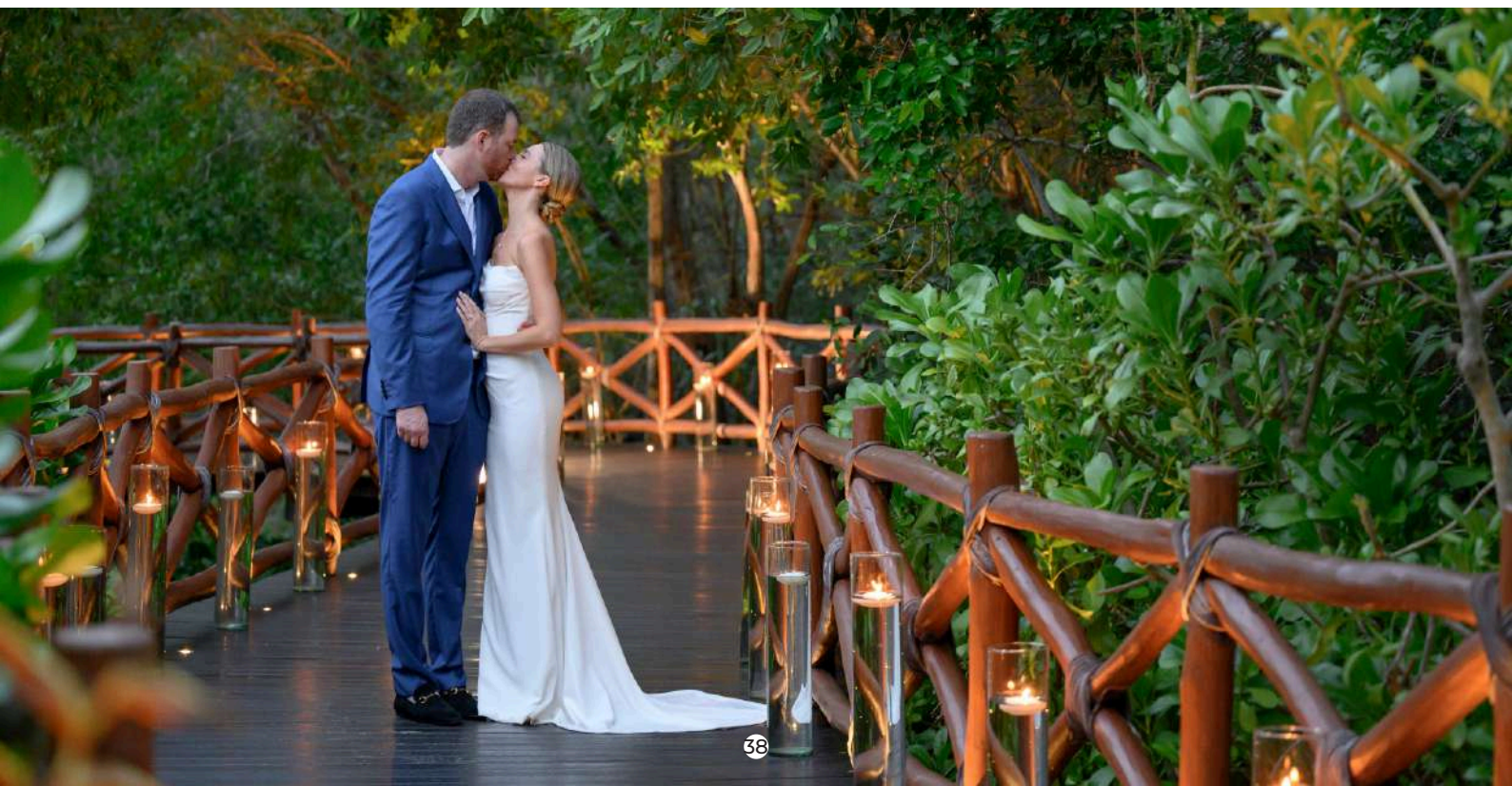
There are places you don't just visit—you feel them. That is how I would describe my first impression of CÓDEX at Conrad Punta de Mita, and I want to share it with you. It's a location that, from the very first moment, manages to wrap you in an atmosphere of calm, beauty, and anticipation.

In essence, CÓDEX is a dinner-only restaurant that deeply honors Mexico; its menu celebrates the country's culinary heritage, intertwining regional traditions with modern techniques. But when viewed through the lens of weddings and celebrations, it transforms into something far more powerful: an intimate stage where

every moment takes on meaning.

What makes it truly special begins with its location. It is tucked away within the resort, providing the kind of privacy that so many couples seek today. Here, the celebration feels truly your own—no interruptions, no distractions, just the moment.

And then, there is the entrance... one of the most memorable I've ever seen. A wooden bridge that crosses the mangroves, surrounded by nature, where everything slows down and becomes more intentional. It is the kind of place where a "first look" needs no additional production—the magic is already there.





Upon arrival, the space opens subtly toward the ocean. The architecture is elegant and solid, perfectly integrated into its surroundings. You aren't directly on the sand, yet you feel its proximity—you hear the waves, catch the breeze, and watch the sky shift colors at sunset. The garden area, framed by mangroves, creates a sort of natural dome that envelops the experience, making it even more intimate—almost as if the place were designed to safeguard special moments.

The experience flows naturally: direct access to a soft-sand beach for certain moments, like the ceremony; an outdoor cocktail hour nestled in the greenery; and dinner in the heart of the restaurant. Everything happens without friction. Additionally, CÓDEX features its own dedicated kitchen, bar, restrooms, and a specialized chef, ensuring flawless execution without losing warmth.

For wedding production, it is an inspiring location. It is easy to operate and accessible for vendors while offering the creative freedom necessary to transform every wedding into something unique.

But beyond the technicalities, what truly defines CÓDEX is how it makes you feel. It is the kind of place you want to return to—the one you recommend not just for its beauty, but for the complete experience it delivers.





Priscilla Arminio – Prisar Weddings and Events

“Since the opening of Conrad Punta de Mita, CÓDEX has become one of my favorite venues for welcome parties and weddings. Located right on the oceanfront with spectacular views, it offers a fresh and impeccably designed space that feels both elevated and welcoming. What truly sets it apart is its privacy: completely exclusive and separate from the main hotel, allowing every event to feel intimate and thoughtfully curated. From the grand tree at the entrance to the charming bridge over the mangroves, every arrival at CÓDEX feels like the start of something special.”



Kristin Crawford – The Dazzling Details

“CÓDEX is a truly special wedding venue because it offers couples the best of both worlds: a unique, exclusive space without sacrificing the convenience and logistics of being within a resort.

CÓDEX is tucked away from the property's main guest flow, so guests don't see the setup and production throughout the day, as often happens at other resorts. Instead, they arrive for a true 'reveal,' creating an experience that is far more impactful and intimate. The space is breathtaking, and its facilities are perfectly designed for events.”

Ambar Molina

Wedding Complex Director
 Hilton Los Cabos & Conrad Punta de Mita
 Email: ambar.molina@hilton.com
 Mobile: +52624157 5561
 Social Media:
 @HLCWeddings |
 @CPMWeddings
 | ambar.molina.wedd

One Space, Two Atmospheres

Choosing between day
and night in El Salvador





In contrast, evening weddings are designed with intention. Lighting defines the spaces, shadows create depth, and the energy shifts. There is a more immersive, more intense feeling, where every detail is thoughtfully planned to generate impact.

In recent years, I have observed an interesting shift in couples who are about to marry. The newer generations—especially Millennials and Gen Z—continue to enjoy the celebration, but they are also seeking more conscious experiences that are more connected to their lifestyle.



In wedding planning, there are decisions that seem logistical but are, in reality, deeply emotional. One of them is choosing the time of day when the celebration takes place.

Beyond the location, the décor, or even the type of ceremony, the hour has the power to completely transform the experience. In a destination like El Salvador, where light, nature, and the surroundings play such a vital role, this decision becomes even more significant.

It's not simply a matter of choosing between day or night. It's about understanding that we are designing two completely different atmospheres.

Daytime weddings are often built around the natural. Light becomes the protagonist, spaces breathe, and organic elements—like flowers and colors—gain strength. Everything feels lighter, more intimate, and more emotional.



There is a leaning toward the natural, toward open spaces, and toward events that feel authentic. This has led to a growing preference for daytime weddings, where the experience isn't just lived—it is felt in a more organic way.

However, the night hasn't lost its place. The celebration, the party, and the collective energy remain an essential part of many weddings. And that is where both options coexist, not as opposites, but as different paths.



In El Salvador, we also come from a very distinct tradition. For a long time, formal weddings were associated with the evening, while civil ceremonies were kept in simpler, daytime formats.

Today, those structures are beginning to blur. Couples are making decisions based on what they want to experience, rather than what has been historically expected of them.





Recently, I had the opportunity to see this reflected very clearly while planning two weddings in the same venue: Bosque de Cajamarca.

Two different couples, two unique visions, but above all, two completely different times of day.

Sindy y Justin chose a daytime wedding. The midday ceremony allowed natural light to filter through the trees, creating an atmosphere that was vibrant, fresh, and deeply emotional. The floral design and colors found their place naturally, without competing with the surroundings.

Alex y Roxxy, on the other hand, imagined something entirely different. Their wedding was designed for the evening, featuring a black-and-white concept where lighting, candles, and candelabras transformed the same space into an intimate and sophisticated environment.





The most interesting part of both experiences wasn't the aesthetic difference, but the feeling they evoked. The same location, with the same foundation, managed to convey completely different emotions.

That is where, as planners, we understand something fundamental: it isn't the space that defines a wedding, but the atmosphere we build within it.

And often, that atmosphere begins with a decision as simple as the time of day.

In destinations like El Salvador, this represents an enormous creative opportunity. It allows us to reinterpret spaces, break the mold, and design far more personalized experiences.

"In the end, beyond trends or formats, I always return to the same question with every couple:

How do you want to feel on your wedding day?

Because that is what truly remains. Not the time, not the structure, but the experience we manage to build—the one that, over time, becomes a memory.



Marianna Aguirre Echeverria

Destination wedding planner
Platinum Member IADWP
El Salvador Chapter
@marianna_planner

Photography:
Alex y Roxxi
Borefilms
@borefilms

Sindy y Justin
Tato Escobar
@Tatoescobarphoto



**The Art
of Hosting :**
Flavors that create
memories



Coffee: The Protagonist

One of the services that has most transformed our celebrations is the mobile coffee bar. My suggestion is to never underestimate the power of a great brew. Coffee isn't just for the end of the meal; it is a social connector that accompanies conversations and creates a welcoming atmosphere from the very beginning.

At our bar, we offer everything from specialty coffees to signature drinks. The golden tip: offer variety. Not everyone is looking for a strong espresso; having cold brew options or refreshing infusions allows every guest to find their comfort zone, adapting to the weather or the time of day.



Organizing an event—whether it's an intimate gathering or a large corporate celebration—always represents both an emotional and a logistical challenge. Throughout my journey with Paola's Sweet and Salty, I have learned that the secret to a successful gathering doesn't lie solely in the food, but in the complete sensory experience you provide for your guests.

My brand was born with a clear purpose: to blend the warmth of artisanal craftsmanship with the sophistication of an all-encompassing service. We don't just deliver a product; we design moments. That is why I want to share some fundamental tips from my own experience to ensure your next event is simply unforgettable and stress-free.

Dulzura con identidad

En cuanto a la pastelería, la personalización es la clave. Una torta no es solo un postre, es el centro de mesa de tus recuerdos. En mi taller, nos enfocamos en que cada diseño refleje la personalidad del anfitrión, pero siempre manteniendo un sabor auténtico que evoque hogar.

Si buscas sorprender, te sugiero apostar por clásicos bien ejecutados. Nuestro cannoli siciliano y las tres leches son favoritos por una razón: respetan la tradición con insumos de alta calidad. Las galletas variadas también son excelentes aliadas para mesas de dulces dinámicas y visualmente atractivas.



Savory Solutions & Catering

When it comes to the savory side of an event, the key lies in balance and versatility. Our catering solutions are designed to satisfy every palate, from sophisticated appetizers to complete menus that reflect the essence of your celebration.

We believe that savory options should be as visually stunning as they are delicious. By focusing on fresh, high-quality ingredients and impeccable presentation, we ensure that the catering becomes a conversation starter, seamlessly blending into the event's overall design.



Final Tips for Your Event

First, define the concept: Is it something formal or relaxed?

This will dictate whether you need a coursed menu or an open catering station. Second, delegate: having professionals by your side allows you to enjoy your guests instead of worrying about oven temperatures.

Finally, remember that the details make all the difference. From the presentation of a signature drink to the texture of a freshly baked cookie, every element adds up. At Paola's Sweet and Salty, our goal is to make your life easier—offering solutions that range from your home freezer to the event of your dreams.



Paola Valentina Lauriano Amaral

Mail: paolavalelauriano@hotmail.com
Phone: 04140478968

Instagram: [@paolassweetandsalty](https://www.instagram.com/paolassweetandsalty)

Hand to Hand: The Legacy of a Pioneer

Luchy, IADWP spokesperson,
talks with Monica Moreno
about professionalizing luxury





“I am not traditional.
And I don't want to
teach in a traditional way.”

From the beginning, Mónica was clear: ‘There are many ways to learn. There is the usual, orderly, structured way... but I am not traditional at all.’

With 30 years of experience, she acknowledges that her learning has been—above all—through trial and error. She told us how, starting with her first major setback with a client—an unforgettable anecdote involving cigars—she understood that from every experience emerges a lesson that leads us toward deeper knowledge and, eventually, toward success.

That vulnerability is precisely the backbone of ‘De Mano en Mano’: an honest space where the industry isn't romanticized, but rather dignified.

“I want my course to be honest. For the sake of an industry I love and to which I owe so much.”

From February 17 to 19, 2026, The St. Regis Mexico City served as the stage for something far beyond a boutique experience: it became the starting point for a statement of principles.

*“De Mano en Mano” (Hand in Hand), an experience curated by **Mónica Moreno**—founder of Hecho a Mano, an event production firm since 1997—brought together an intimate group of 15 professionals determined to rethink the industry through the lenses of luxury, honesty, rigor, and service.*

As a spokesperson for IADWP, I had the privilege of sharing this pilot program with Mónica—a program that, more than just an academic platform, is destined to become a manifesto.





Three Days, Three Sensory Experiences “I am betting on a high level of partners.”

The mornings were dedicated to conversations with figures who have redefined various creative industries and who represent different dimensions of contemporary luxury: art, lighting, hospitality, fashion, finance, gastronomy, and wine. Each guest contributed a piece of the puzzle. Because if one thing became clear through this experience, it's that luxury is not improvisation.

“Professionalism lives within the service and within the mastery of execution.”

The sessions ranged from the historical and artistic sensitivity of Deidré Guevara to the contemporary museum-grade production of Alex Lopezarce from Lenom (linked to Zona MACO); and from the technical mastery of lighting designer Alejandro Flores, founder of LZM, to the aesthetic precision of haute couture designer Nelly Guinand.

Luxury Lies in the Details That Are Never Improvised

For Mónica, creativity and knowledge are inseparable. She believes a company's identity must be protected, and that demanding excellence always serves a purpose. Her background as an industrial designer has given her a technical perspective that is often missing in the sector. That balance between design and knowledge—between emotion and logistics—is what made her a pioneer: she was among the first to take on the dual role of both planning and integrally designing an event.





Luxury was also explored through the art of impeccable service, featuring virtual participation from Montse Barros, founder of Hospitality and Butler, and Arturo Ortiz, Executive Butler & Chef Concierge at The St. Regis Mexico City.

The financial dimension was led by Mónica De La Grange, a specialist in advising creative firms; meanwhile, the world of wine and the table experience was enriched by Sergio González, representing Riedel; sommelier Sandra Fernández; Alejandra Flores, co-founder of Quintonil; and María Elena Torruco, author of *Bienvenidos a mi mesa*.

The afternoons served as a hands-on extension of the narrative. The first day began with an outdoor picnic on a speakeasy-style terrace, sponsored by Veuve Clicquot: a relaxed aesthetic paired with deep conversation alongside three pioneers of high-end catering: Eduardo Kohlmann, Zaida González, and Adriana Noriega of Les Croissants.

The following day, we experienced an organic Mexican culinary proposal at Diana restaurant, sponsored by Volcán de Mi Tierra tequila and BUNA coffee—a celebration of origin and authenticity.



The third day culminated in a tasting menu at La Table Krug, featuring dishes carefully curated around the year's featured ingredient: the carrot

Each of these moments was an expression of how a seemingly simple concept can be elevated when there is a narrative behind it. Because for Mónica, gastronomy is not a complement—it is a discourse.

"Things of value generate value."

An Industry That Deserves to Rise

Her intention is clear: to pass on a legacy of nearly 30 years, to honor those who pioneered the industry, and to awaken a thirst for learning in the new generations. She does not fear sharing knowledge. She does not compete from a place of scarcity.



'De Mano en Mano' is, in the words of its creator, a pilot program. But it is also a calling.

A call to professionalize service.

To protect identity.

To leave a legacy with purpose.

True luxury is not found in the budget; it is found in the invisible preparation.

And perhaps the most powerful takeaway from this conversation was this final reflection:

'I work with the truth and with the best.'

In an industry where aesthetics often steal the spotlight, Mónica Moreno reminded us that the foundation of high-level excellence lies in ethics, execution, and respect for the craft.

Because when knowledge is passed from hand to hand, it is not lost. It is multiplied.

Lucia Ramirez Lombana

IADWP Spokesperson

Email: luchy@theluchyexperience.com

Web: theluchyexperience.com



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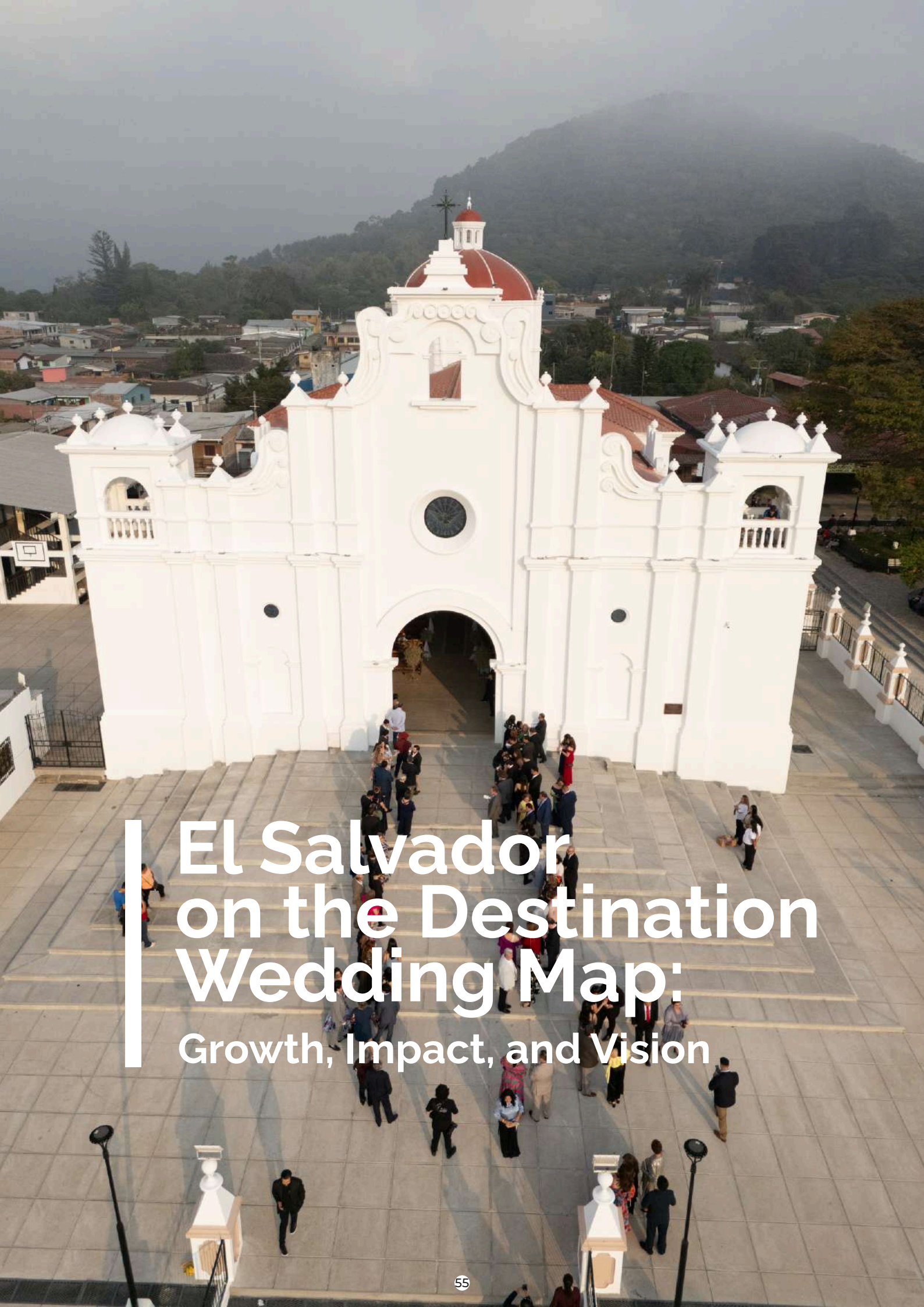
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El Salvador
on the Destination
Wedding Map:
Growth, Impact, and Vision



El Salvador is establishing a strong presence on the global wedding destination map. Over the last five years, the country has seen steady growth in international couples choosing our land to celebrate their love, drawn by its vast natural and cultural diversity.

Beaches, volcanoes, lakes, and vibrant towns create a versatile landscape that allows for the design of truly unique experiences. This wealth of settings has been key to capturing the attention of an increasingly demanding international market focused on creating memorable experiences.

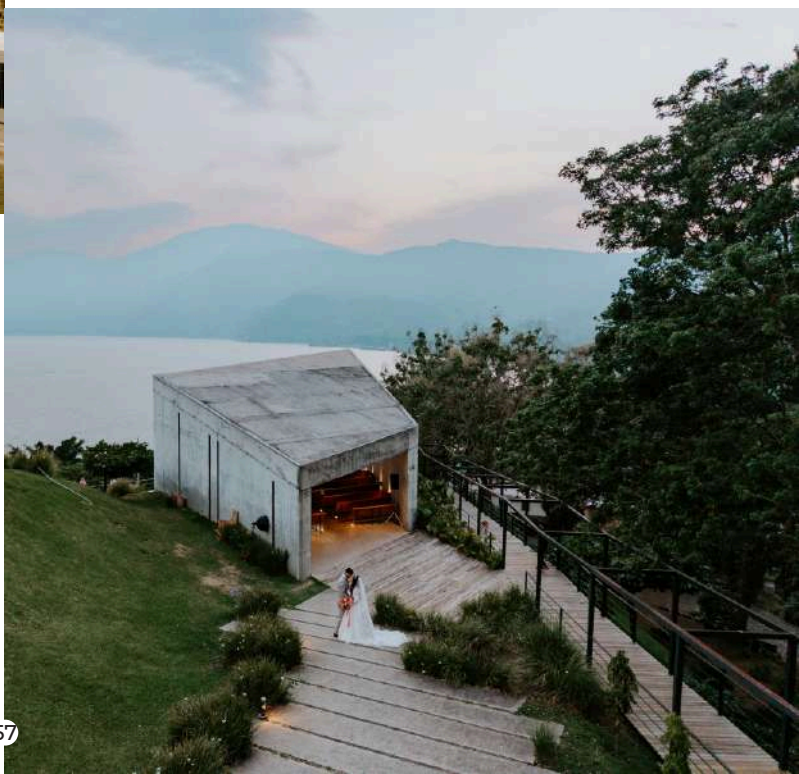




The wedding industry has expanded its service offerings, integrating planning, catering, photography, video, decor, lighting, pastry arts, venue selection, bridal fashion design, transportation, music, and personalized experiences tailored to each couple's specific needs.

This positioning is a direct result of the country's evolution in its international projection. The transformation in the perception of El Salvador has opened new opportunities within the events industry, particularly in the destination wedding segment.

Currently, weddings hosted in the country include couples from the United States, Germany, India, Thailand, Mexico, Costa Rica, Spain, Italy, Romania, France, Panama, Guatemala, Canada, Australia, the Dominican Republic, and Puerto Rico.





According to recent data from UN Tourism (United Nations World Tourism Organization), the country recorded a 92% growth in international tourist arrivals compared to 2019, ranking among the world's fastest-growing destinations.

In 2025, El Salvador welcomed more than 4.1 million international visitors, generating \$3.635 billion in foreign exchange earnings, driven by higher average spending per tourist, according to official data



El Salvador offers variable costs that depend on the guest count and the level of production required, positioning it as a competitive destination compared to other international markets.

Beyond the investment in the event itself, the economic impact extends throughout the entire tourism value chain. Wedding attendees generate consumption in lodging, dining, transportation, and recreational activities.

On average, guests stay in the country for one week, which significantly increases tourism spending and revitalizes various sectors of the local economy.

The growth of destination weddings is directly linked to the tourism boom. Improved safety conditions have been a decisive factor in the decision of international travelers to choose El Salvador as their wedding destination.





Projections for 2026 continue to be favorable. In the first two months of the year, approximately 815,000 international visitors were reported, and it is estimated that by year-end, the figure could reach 4.2 million.

This context solidifies the opportunity for destination weddings to evolve as a complementary economic engine within the tourism sector.

The challenge for the industry lies in sustaining this growth through the professionalization of services, the strengthening of quality standards, and the consolidation of a competitive global offering.



El Salvador is moving forward in its positioning as a destination to celebrate love, backed by positive figures and a growing international demand that continues to set the course for the sector.

Kelly Ábrego

Wedding Planner, Better Together
 Instagram: @bettertogethersv
 Phone +503 79865044
 bettertogethersv@gmail.com

Rebeca Jerez

Destination Wedding & Event Planner
 Rebeca Jerez CO
 National Chapter Leader El Salvador IADWP
 +503 77485634

Photography:
Roberto Cañas
Uxen Studio
Tato Escobar
Lux Studio





Micro Weddings: The New Luxury is Intimacy

Back to the Roots, Without Giving
Up on Beauty



Today isn't about copying that past, but rather reinterpreting it through a contemporary lens. Because micro-weddings don't renounce design, aesthetics, or luxury. Quite the opposite—they redefine them.

Imagine a long table facing the sea in Greece, where the sunset light becomes part of the stage. Or a terrace on Italy's Amalfi Coast, with lemon trees, light textiles, and a culinary experience that is as moving as the "I do." Or an intimate ceremony in Mexico, with a pyramid standing as a silent witness to a story beginning. There is no crowd. There doesn't need to be. There is intention. There is beauty. There is a narrative.

And within that narrative, something key appears: freedom.

The freedom to choose exactly who to share that moment with. To design an experience without the noise. To invest in what truly matters. Because when the guest list stops being an endless negotiation, the budget stops being stretched thin and starts to be concentrated. On a spectacular menu. On excellent photography. On thoughtful décor. On a fine champagne—because if we're celebrating, we're doing it right. On music that accompanies, rather than invades. On the details that build an atmosphere.

For decades, the wedding industry built—almost without us noticing—a narrative where size seemed to validate the importance of love. More guests, more production, more spectacle. More of everything. As if the feeling needed to be amplified just to be believable. And yet, something began to change. Slowly at first. Then, with purpose.

Today, in the midst of a world that accelerates, demands, and often overwhelms, a new way of celebrating is emerging; more intimate, more intentional, and more aligned with what truly matters. Micro-weddings aren't a passing trend. In many cases, they are a profound response to a real need: putting the focus back where it always belonged.

If we look back forty years ago, weddings were something else entirely. More family-oriented, more close-knit, and less staged. They were celebrated with whatever people had, but above all, with the people who mattered. There wasn't this constant need to perform, to impress, or to curate an outward image. There was something simpler, more human: the celebration of a bond.



After so many years in this industry, there's a scene that repeats itself more often than it should: couples who start out full of excitement, only to end up frustrated along the way. Not because they don't want to get married, but because they feel like they can't achieve that massive wedding they imagined. And that's where an uncomfortable but necessary truth emerges:

Not every wedding has to be giant to be extraordinary.

Micro-weddings open a door. They offer a real possibility—a way to have a wedding of high aesthetic and emotional quality without falling into a production logic that often ends up overwhelming the very people who should be enjoying it. It's not resignation; it's a choice. And choosing well, in this context, is almost an act of emotional intelligence.



There's also something that can't be ignored: the experience.

In an intimate wedding, the couple is actually present. They look at each other, they listen, they eat, they feel. They aren't rushing. They aren't just surviving the event—they are living it. And that changes everything. It changes the energy, the dynamic, and the memory. Because at the end of the day—or the night—what remains isn't the number of guests, but the quality of the experience.

From an economic standpoint, it's true: micro-weddings don't generate the same scale of revenue as a massive destination wedding. But they do generate something equally valuable: accessibility. They bring the possibility of a wedding defined by design, identity, and beauty to a much broader audience. And for an industry looking to grow intelligently, that is also evolution.



Perhaps the biggest shift we're seeing isn't in the format, but in the intent. Couples no longer want to replicate a wedding; they want to create their own. And along that path, they discover that true luxury isn't always found in the grand, but in the meaningful.

Micro-weddings aren't here to replace grand weddings. They are here to coexist with them—to expand the map, to offer alternatives, and to remind us that there are many ways to celebrate love... and that all of them can be equally powerful if they are well-conceived.

Because in the end, and beyond any trend, there is something that never changes: a wedding isn't measured by its scale.

It is measured by what is felt.

And sometimes, the most unforgettable moments... happen in the quiet.

Adrián Pavía

Creador de Eventos Unicos

Eloise

Honoring origins and
elevating the experience
in Galápagos





To speak of the **Galápagos** is to speak of balance—of a place where nature isn't just observed, it's respected; where every decision has an impact and where authenticity isn't a trend, but a necessity.

In this context, creating a gastronomic experience isn't simply about serving dishes. It's about understanding the environment, adapting to it, and, above all, honoring it.

This is how **Eloise** was born—a restaurant located on Santa Cruz Island that has successfully become a meeting point for haute cuisine, sustainability, and emotion.

Speaking with its creators, **Valeria Sparacchiari** and **Fabricio Hidalgo**, is to discover that behind every detail lies a clear intention: making gastronomy an extension of the land itself.

A vision born out of respect

Opening a restaurant in the Galápagos is not a common decision. How was **Eloise** born?

Valeria: It was born out of a sense of curiosity. We felt that the Galápagos deserved a gastronomic proposal that was truly aligned with what this destination represents. We couldn't just replicate external models; we needed to create something that actually speaks to the environment.

Fabricio: Everything works differently here. The logistics, the access to ingredients, the timing. But far from being a limitation, that becomes a guide. Eloise is born out of respect for this place, not from an intention to transform it.



Cooking as a language

People talk a lot about "signature cuisine," but in a place like this, how do you define it?

Fabricio: For us, signature cuisine is about coherence. It's not about making something complex; it's about making something that makes sense.

We work with local products—with whatever the environment allows us to use. That means every dish is in a constant state of evolution.

Valeria: It is also a way of telling stories. Every ingredient has an origin, a person behind it, a process. Our job is to respect that and bring it to the table in an honest way.





Sustainability as a Commitment, Not a Trend

Today, sustainability is a very prominent topic, but in the Galápagos, it's practically a mandate. How do you live it?

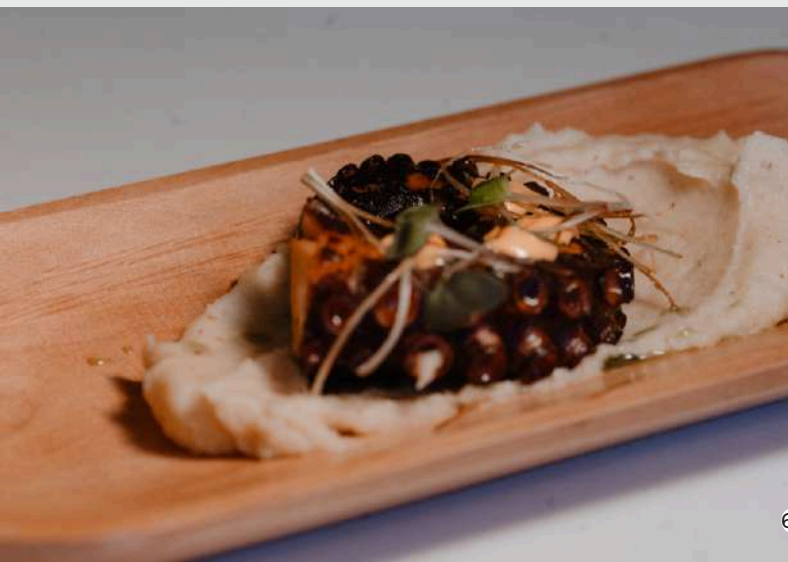
Fabricio: Here, it's not optional. It's part of daily life. From how we select ingredients to how we manage waste, everything is designed to minimize impact. But beyond that, we want our guests to understand it too—to not only enjoy the experience but to truly connect with everything that happens behind the scenes.

The Value of Local Ingredients

In a destination as protected as the Galápagos, using local products is key. How do you approach this?

Valeria: It is the foundation of everything. Here, you can't depend on constant imports; you learn to value what you have and work with it, and that completely changes the way you cook. There is no excess, and there is no waste. Everything is used; everything has a purpose.

We focus heavily on the concept of total product utilization. What might be discarded in other places is transformed here.





The Experience Beyond the Plate

Eloise is not just about the food; it's a complete experience. How do you build that moment?

The environment is everything. You are right over the water, surrounded by life—that is an experience in itself. Our role is to accompany that moment, not to compete with it. The lighting, the service, the pacing... everything is designed so the experience flows. We don't want the guest to feel rushed. We want them to stay, to observe, and to enjoy.

Eloise and Destination Weddings

Lissner: From my experience as a wedding planner, gastronomy is one of the most important memories in a destination wedding. How do you integrate yourselves into these types of celebrations?

Valeria: We approach it with a great sense of responsibility; we understand that it's not just an event—it's a once-in-a-lifetime moment, and the food becomes a part of that memory.

Furthermore, everything in the Galápagos requires

meticulous planning—there is no room for improvisation. That's why we work hand-in-hand with planners and vendors, ensuring we understand the couple's vision while adapting to the unique conditions of the location.





True Luxury

In a world where luxury is often associated with excess, how do you redefine it?

Valeria: Luxury is authenticity. It's being able to offer something that cannot be replicated anywhere else.

Fabricio: It's sitting in front of the sea, eating a product that comes from that very same environment, prepared with respect and intention. That is luxury.

A Philosophy that Connects

Eloise doesn't aim to be just another restaurant in the Galápagos; it strives to be coherent with the place where it exists. In every dish, every decision, and every detail, there is a clear intention: to respect, to value, and to elevate.

In a destination where weddings aren't just celebrated—they are lived intensely—spaces like this become essential. When a couple chooses to marry in the Galápagos, they aren't just looking for a backdrop; they are looking for an experience. In that experience, gastronomy has the power to connect, to move, and to linger in the memory.

Eloise understands this. It transforms the experience into something that goes beyond food—it turns it into a story.

Because when we talk about the **Galápagos**, we aren't just talking about a destination... we are talking about a legacy. And in the heart of this paradise, Ecuadorian gastronomy finds a new way to express itself: more conscious, more respectful, and more connected to its roots.

What happens in spaces like **Eloise** is no accident. It is the result of understanding that true value doesn't come from bringing things in from the outside, but from elevating what we already have—of looking at our ingredients, our roots, and our stories through a different lens.

Here, every dish is a reflection of the surroundings; every flavor is a connection to the land and the sea. And every experience is an invitation to rediscover Ecuador from its purest essence.

Because in a place where nature sets the pace, the kitchen can do nothing less than honor it. Perhaps that is where true luxury lies: in knowing that what is ours, when crafted with intention, can stand alongside the most extraordinary settings in the world.



Valeria Sparacciarì & Fabricio Hidalgo


Eloise Restaurant Owners
eloise.galapagos

Lissner Ortiz

Wedding Planner
NationalChapterLider IADWP Ecuador
www.lissnerweddingplanner.com

Juan Gabriel Narváez

Wedding Photographer
@juangabrielnarvaez



The Weddings that feel expensive... and those that truly are



Part of what I do—beyond planning and beyond design—is understanding a wedding from the very moment I step into it.

It isn't through the budget, or the scale, or even how elaborate everything looks. It comes from something much quieter. From how the space welcomes people. From how the atmosphere settles. From whether everything invites you in... or keeps you at a distance.

You perceive that difference almost immediately.

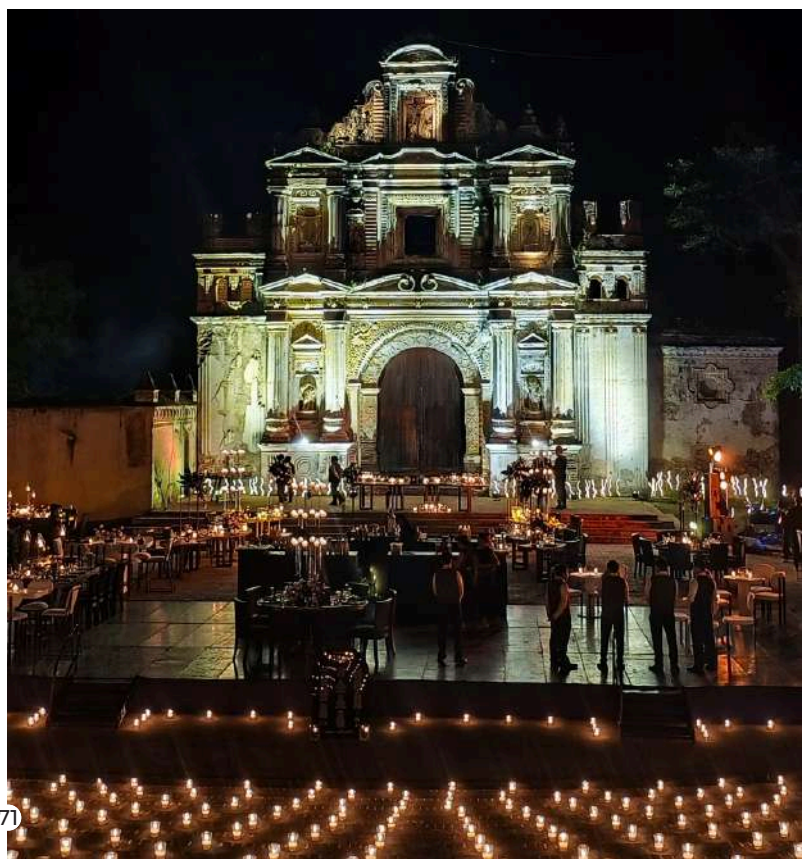
Over time, you begin to recognize that some weddings have a certain weight. Not a weight that overwhelms, but a presence. A depth that you feel even before you can explain it. And then there are others that, despite having everything, feel surprisingly light in the wrong way. Pretty, yes. But without substance. As if they exist to be observed, not to be lived.

And that difference almost never has to do with how much was invested.

I have worked with extraordinary budgets where every detail was executed exactly as planned, every element perfectly resolved, every reference brought to life.

And yet, something was missing. Nothing was wrong, yet nothing remained. It looked complete, but it didn't feel whole.

What I have come to understand is that luxury doesn't come from accumulation. It comes from clarity.





Clarity of intent. Clarity of direction. Clarity in knowing what that wedding wants to say... and what it doesn't.

There is a version of luxury that is often mistaken for the real thing. One that relies on perfection, repetition, and control. Everything aligned, everything matching, everything safe. It's polished, it's impactful, but it rarely feels personal. It rarely feels lived-in.

It's the kind of wedding where everything is correct, but nothing feels chosen.

When a wedding is guided by that need for everything to be "just right," it ends up losing something far more important along the way. It loses its point of view. It becomes a collection of references instead of an expression of the couple.

True luxury doesn't need to prove anything. It doesn't depend on excess or familiar formulas. It appears in decisions that feel considered, not copied. In spaces that allow themselves to breathe. In moments that happen naturally, without being forced.



It manifests in restraint.

And restraint is one of the most difficult things to achieve when you have the ability to do more.

You begin to notice it in details that might otherwise go overlooked. In the way a table is set with intention, rather than just decoration. In how materials relate to one another—not because they match, but because they belong together. In how a chair, a tablecloth, a plate, and a candle coexist in silent harmony, instead of competing for attention.

It is in how the rhythm of the evening allows guests to settle into every moment, rather than being rushed from one to the next. In how transitions happen almost



unnoticed, without interrupting the experience or drawing attention to the logistics.

Nothing seeks the spotlight, and yet, everything feels elevated.

That kind of elevation isn't built by adding more. It's built by understanding more.

That is where the difference between spending and understanding becomes clear.



Spending is immediate. It fills a space quickly. It adds, accumulates, and amplifies. It creates a presence through quantity. Often, it creates an illusion of impact without necessarily achieving it.

Understanding takes time. It requires judgment. It requires knowing when something is enough, and having the discipline to stop right there.

It involves recognizing that not everything deserves the same level of prominence. That when everything is intense, nothing stands out. That contrast is what creates depth, and depth is what allows something to be felt beyond the surface.

When that shift occurs, the entire wedding is transformed.

The design stops feeling like a collection of elements and begins to feel like a composition. There is rhythm. There is balance. There is continuity. Each moment prepares the way for the next, without anyone having to explain it. The experience unfolds; it isn't just presented.

Nothing feels isolated. Nothing feels accidental. Nothing seems to be there just because it was possible.

And that is what people perceive, even if they can't put it into words.

Guests rarely remember a wedding the way we think they do. They don't leave talking about quantities, or costs, or even specific elements.



What remains is something much less concrete, yet much more powerful.

They remember how they felt when they arrived. Whether the space welcomed them or intimidated them. Whether they felt like part of something or simply present within it.

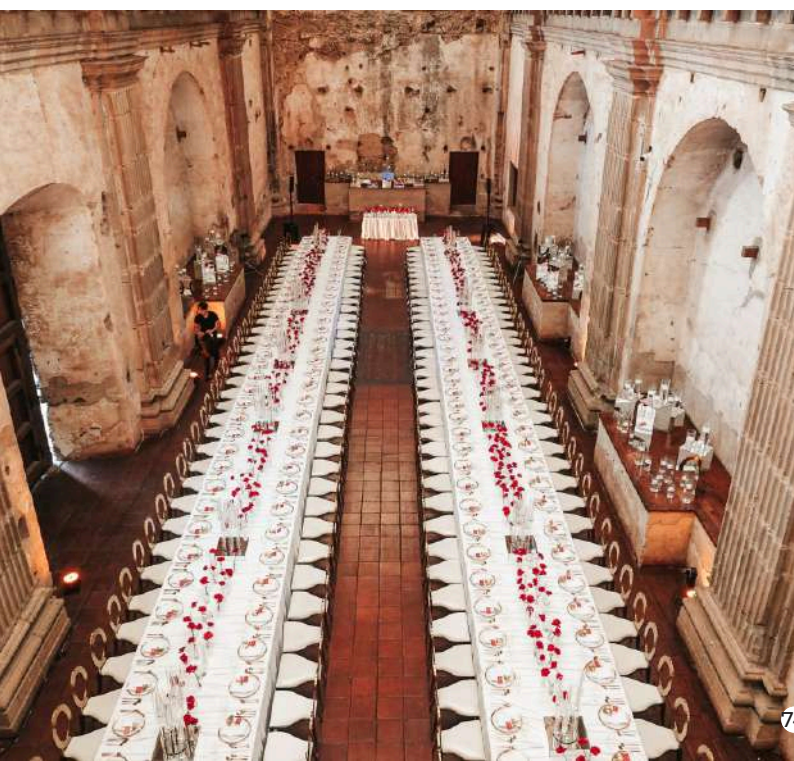
They remember the tone of the music as the night began to settle. The way the light shifted as the hours passed. The way conversations flowed without interruption. That sense that time stretched out just long enough to truly be there.

They remember a sense of calm.

A sense of being cared for, without being managed.

A sense that the couple was present, not performing.

Those impressions are no accident. They are the result of decisions made with intention, not just with resources.





They stem from a wedding that wasn't just designed visually, but emotionally.

The weddings that feel expensive aren't necessarily the ones that have the most. They are the ones that have the most clarity.

They know when to hold back. They understand proportion. They allow certain moments to be quiet so that others can resonate more powerfully. They don't seek to impress at every turn. They trust that the experience, as a whole, carries enough weight.

There is a confidence in that way of doing things. A quiet certainty that doesn't need to announce itself. That is where elegance appears.

And that is, in the end, what separates a wedding that is expensive from one that feels truly valuable.

Because ultimately, people don't measure a wedding by what it cost. They live it through what it made them feel.

A sense of presence.
A sense of connection.
A sense of having been part of something real.



That is the kind of luxury that cannot be built with numbers alone.

It has to be understood.

Diana Sciarrillo
National Chapter Guatemala
@idoguatemala

Wedding Emotional Experience In Piedmont, Italy

Torino: Where history
becomes emotion

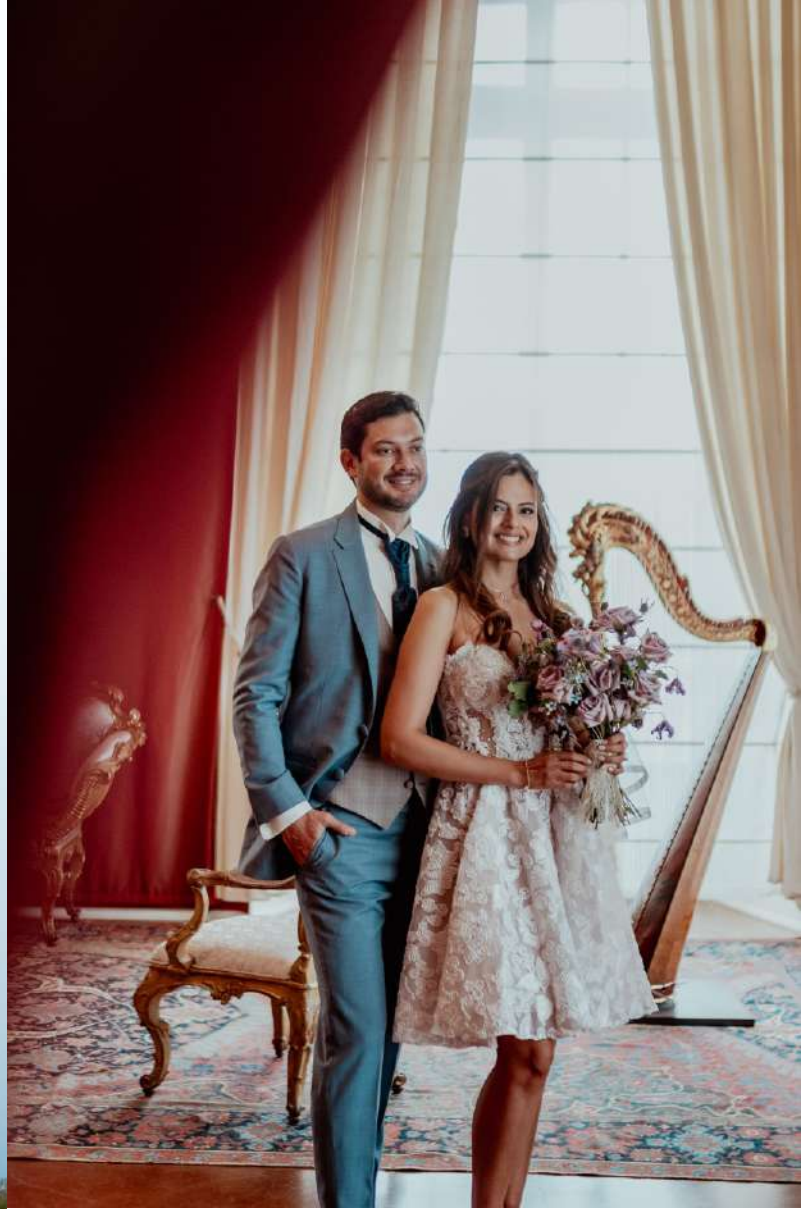


Torino cannot be explained.
Torino must be discovered.

It is a city that does not seek to impress... but rather to conquer slowly.

A silent elegance, crafted from majestic architecture, perfect perspectives, and details that tell stories of power, culture, and identity. As the former capital of the Kingdom of Italy, Torino preserves the legacy of the House of Savoy in its royal palaces, historical residences, and scenic squares. Places like the Reggia di Venaria or the Palazzina di Caccia di Stupinigi are not merely locations: they are stages that narrate centuries of beauty, now transformed into exclusive spaces for unforgettable experiences.

But Torino is also culture, innovation, and vision.



It is the city that houses the National Museum of Cinema—one of the most important in the world—located inside the iconic Mole Antonelliana.

A place that celebrates emotion, narrative, and visual beauty... exactly the way a marriage does.

It is also the birthplace of the Italian automotive industry.

At the National Automobile Museum, you can journey through the history of creativity and engineering that gave rise to brands like FIAT—a symbol of Italian talent shared with the world.

Torino is that perfect combination of history and modernity.

Between tradition and evolution.

An international city with an exclusive soul.



Torino hosts world-class events every year.

The Torino Film Festival, which brings together international artists and creators.

The ATP Finals, one of the most prestigious tennis tournaments in the world.

And football, with the iconic presence of Juventus, recognized globally.

And yet... Torino remains a reserved jewel. It is not a city of mass tourism. It is not an overexploited destination.



It has managed to preserve its essence, its rhythm, its elegance.

That discretion makes it a deeply exclusive destination.

Torino is not for everyone...it is for those who know how to recognize what is authentic. The art of living: excellence, flavor, and tradition.





Torino is also experienced through the senses.

It is the city where the ritual of the Italian aperitivo was born.

Where time stands still in historic cafés full of charm, amidst mirrors, gilded details, and timeless atmospheres.

Iconic landmarks like Baratti & Milano represent the essence of Torinese elegance: chocolate, pastry, and the culture of taste at its peak.

This is where the gianduiotto was born. Here, chocolate becomes art.

Torino is synonymous with gastronomic excellence, where artisans, master pastry chefs, and local producers preserve unique traditions.

From artisanal gelaterias to wineries surrounded by vineyards, every experience is authentic, meticulously crafted, and deeply connected to the land.

And it is precisely this authenticity that makes Piedmont an extraordinary destination for a destination wedding.





El día comenzó en uno de los lugares más icónicos del Piemonte: la Reggia di Venaria, una de las residencias reales más impresionantes de Italia.

Allí se celebró una ceremonia simbólica íntima, rodeada de luz, historia y belleza arquitectónica.

Un momento suspendido en el tiempo.

Después, la experiencia continuó entre las colinas piemontesas, en una bodega local, donde los invitados vivieron un primer contacto con la cultura enogastronómica del territorio.



Wedding Emotional Experience: Living Piedmont through a wedding.

In this context, a new way of celebrating marriage is born: the **Wedding Emotional Experience** in Torino.

It is not just an event.
It is an emotional journey.

Over the past few years, various international couples have chosen to live this experience in Piedmont, discovering a destination that, in many cases, they did not know... and with which they ended up deeply connected.

Every story is unique.
Every experience is different.
In this article, I want to share one of them.

A real experience lived by a Colombian couple who arrived in Piedmont with their family, without knowing the region... and who ended up deeply connected to it.





A toast among the vineyards.
Authentic flavors.
Stories told directly by the producers themselves.

A moment of true connection.
The return to Torino marked a new stage of the
experience.

Among its elegant squares, the guests experienced the
ritual of Italian coffee in a historical setting, discovering
the essence of Torinese life.

The experience continued with the discovery of
chocolate, the city's symbol, coming into contact with a
unique tradition.





The day culminated at a private villa, where an elegant, carefully designed dinner was held, featuring traditional Piedmontese dishes reinterpreted with a contemporary touch.

The finale was sweet, featuring a cake created by an exceptional local artisan.

And finally, the music.

Live music, artists, emotion.
An intimate, vibrant, and unforgettable atmosphere.



A new concept of destination.

Torino is not just a place to get married. It is a place to feel.

For international couples, especially from the Latin American market, it represents an unexpected discovery.

An authentic, sophisticated destination, still largely undiscovered... and for that reason, extraordinarily valuable.

Here, a wedding ceases to be just a single day and is transformed into an unforgettable experience.

Sesilia

Wedding & Event Stylist
+39 338 560 5315
info@sesiliaweddingevent
IG: sesiliaweddingplannerstylist
Web: www.sesiliaweddingevent.com

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Join the spectacular events that we are preparing for you

Jamaica | May 11 - 14, 2026 | Program in English



Sell the Caribbean with confidence,
strategy, and real market knowledge

Love Caribbean **is a professional training experience created for wedding planners and travel advisors who want to move beyond inspiration and truly understand how to sell** the Caribbean for destination weddings and group celebration travel.

This event goes deeper than venues and visuals. **It prepares you to operate confidently in a complex, high-demand destination market** where logistics, pricing, culture, risk management, and guest experience truly matter.

What makes this event different:

- **Learn** how to design and sell multi-day destination weddings with confidence
- **Understand Caribbean culture** and regional differences beyond the brochure
- **Develop smart pricing strategies** that elevate perceived value
- **Gain tools** to manage risk, safety, and crisis scenarios
- **Apply innovation**, technology, and AI to scale your business
- **Build real connections** with Caribbean partners that lead to long-term opportunities

This event is for professionals who want to sell the
Caribbean like experts

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GENERAL RATE

From **USD 637***
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Antigua, Guatemala | July 13–16, 2026 |
Program in **Spanish**



Deep Luxury, multicultural mastery,
and global positioning

Congreso de Bodas LAT *is IADWP's flagship Latin American congress, designed for professionals ready to elevate their business*, mindset, and international presence.

This is not basic education. *It is a strategic business congress* focused on how the wedding industry is evolving toward Deep Luxury, multicultural celebrations, and global clients with higher expectations.

What you gain at this Congress:

- **A deep understanding** of Deep Luxury: authenticity, intention, and meaningful design
- **Tools** to design and manage multicultural and interfaith weddings
- **Strategies** to charge higher fees and attract international clients
- **Education** on global trends and professional positioning
- **Practical knowledge on AI**, marketing, content, and systems
- **High-value networking** with professionals shaping the Latin American market

This Congress is for those who want to lead the
future of weddings in Latin America.

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Mérida, Yucatán | October 19–22, 2026 |
Program in **English**



Culture, innovation, and the future
of destination weddings

Love Mexico is a **specialized training event designed for professionals who want to sell Yucatán with cultural depth**, accuracy, and innovation.

This event blends education, and **future-ready business tools to help you design and sell meaningful, tech-enhanced destination weddings.**

What you gain at Love Mexico:

- **Cultural intelligence** through the local storytelling
- **Clear understanding of Yucatán** as a destination market
- **Skills to design emotionally powerful, tech-enhanced experiences**
- **Training in AI-driven planning**, automation, CRM, and digital tools
- **Smarter revenue models** for destination weddings
- **Premium networking** with Mexican and international professionals

This event is for professionals who want to stay relevant, innovative, and future-ready.

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LOVE ITALY



Tuscany to Puglia
Nov 4th - 11th
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An immersive educational and networking experience for wedding and travel professionals who want to sell Italy as a luxury destination



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PUGLIA

FROM NOVEMBER 4th - 11th, 2026

This is not just a trip, it's a transformational journey for wedding and event professionals. Join an unforgettable educational experience from Tuscany to Puglia. Discover Italy's most iconic regions where art, passion, and business come together. Learn directly from local experts, explore authentic venues, and gain the skills to sell Italy with confidence and emotion.

YOUR PROFESSIONAL TAKEAWAYS

An exclusive journey designed to connect you, inspire you, and grow your business

One-on-one B2B meetings with Italy's top wedding and event suppliers
Educational sessions led by international and local experts
5-star accommodations hand-picked by Monica Balli

Gourmet dining and masterclasses showcasing Italy's finest
Domestic flights & ground transfers throughout the program
Immersive cultural experiences across Tuscany and Puglia

SINGLE USD 6,050 | DOUBLE USD 4,950 PP

UPGRADE YOUR JOURNEY

PRE-FAM | VERSILIA,
NOV 2nd - 4th

POST-FAM | PUGLIA,
NOV 11th - 13th



- Carrara caves
- Bocelli's world & Forte dei Marmi.

SINGLE: USD 1,675
DOUBLE: USD 1,350 PP



- Reflect, connect & celebrate.

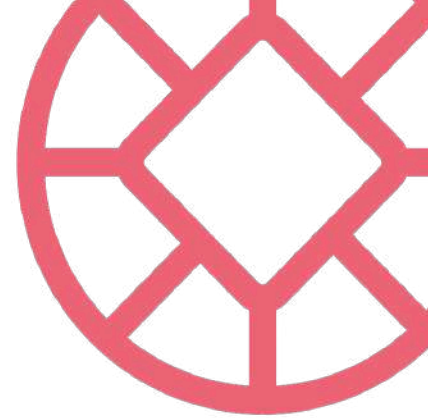
SINGLE: USD 1,875
DOUBLE: USD 1,675 PP

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We are thrilled to present two distinguished **Corporate members** of the International Association of Destination Wedding Professionals:



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Hotel HYATT REGENCY MERIDA



Located in the heart of Mérida, Yucatán, the luxurious Hyatt Regency Mérida is near the iconic Paseo de Montejo and close to the Yucatán International Convention Center. During your stay at our luxury hotel, you can easily visit the archaeological site of Chichén Itzá, one of the seven wonders of the modern world, as well as explore the city's vibrant commercial and tourist district.



Anahí Cano

Sales & Marketing Director

anahi.cano@hyatt.com

+529992770802



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Ariadna Sansón

SALES DIRECTOR

asanson@millsjames.com.mx

+529983391825

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EVENTS PLANNER DR

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@eventsplannerdr



Denise Felt

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Escape to Bliss Travel was born from a passion for exploration and a celebration of love. They specialize in creating seamless, romantic experiences, from beachfront "I do" and European escapes to vibrant South Asian celebrations. Their mission is to treat every client like a rock star, turning your wanderlust into an unforgettable, VIP journey.

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Tamika Charles
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A destination wedding planning and romance travel company specializing exclusively in weddings, vow renewals, and honeymoons worldwide. Provides a seamless planning experience by managing both wedding design and travel logistics in-house. Known for its high-touch service, global relationships, and attention to detail.

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Mónica Schotborgh

MÓNICA SCHOTBORGH BODAS Y EVENTOS

Founded in 2019 in Cartagena, specialized in destination weddings. They create authentic and personalized experiences, combining creative vision with a deep commitment. Their passion and professionalism ensure that every detail is unique, turning each couple's dreams into unforgettable realities.

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April



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@sandiacontreras

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Argentina
Adrián Pavía
+5493415012940
apavia@iadwp.com

Chile
Carla Valdebenito Jalaf
+569 97334778
carla@rhonda.cl

Colombia
Sonia Martínez Jurado
+573154430925
weddingmanager@bridalagency.co

Costa Rica
Jeffrey Cervantes Calderon
+506 8665 0990
director@crweddingplanner.com

Ecuador
Lissner Ortiz
+593984678280
gerencia@lissnerweddingplanner.com

El Salvador
Rebeca Jerez
+503 77485634
rebecajerez@rebecajerez.com

Guatemala
Diana Sciarrillo
+502 57782271
dianas@weddingsinguatemala.com

Islas del Caribe de Habla Hispana
Mirta Sánchez
+809-756-0554
mirtasanchez@msevents.com.do

Panamá
Julie Franco
+50769495544
Info@expobodapanama.com

Perú
Jossy Quezada Sánchez
+51 999050677
Jquezada@jossyquezadawp.com

República Dominicana
Mary Pily López
+1 829 717-6544
marypily@marypily.com.do

Venezuela
Juan Salvador Rangel
+58 4144949074
Juan@juansalvadoreventos.com


ÉPICA
BODAS Y EVENTOS

Director & General Editor:
Adrián Pavía
Editorial Coordinator:
Jossy Quezada
Content Coordinator:
Lissner Ortiz
Translations:
Diana Sciarrillo
Design:
Velvet Hell Estudio
(www.velvethell.com.ar)